"It's lowest."

"And the taste is right for me."

1 mg.
tar, 0.1 mg. nic.

U.S. Gov't. Test Method confirms of all king soft packs:

is lowest!

King Size Soft Pack: 1 mg. "tar", 0.1 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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Source: https://www.industrydocuments.ucsf.edu/docs/rgkj0004